

Abstract

Interactive Electronic Books – Traditional Medium in a New Form

Diploma thesis "Interactive Electronic Books – Traditional Medium in a New Form" deals with very current form of printed books. It's another step for an electronic book, which has distinct differences in the possible participation in the creation of such media. My thesis defines the terms of electronic books, digital books, and interactive electronic books. It briefly describes the history and development of the book into its interactive form. An important part of this work is the development and history of the Internet, which is inseparable from the development of electronic books. Thanks to the Internet electronic books are available to all users; the development in this area wouldn't be so fast without its existence. The main part of the thesis was a qualitative analysis (the method of depth interviews) which examines young people's interest in interactive electronic books and their opinion about its potential in the future. The main part of the depth interviews was an evaluation of different forms of various genres of electronic books and their possibilities. The conclusion is about the prognosis of interactive electronic books from various points of views.